

How to Create Effective Videos

Presented by
Jenn Herman



Jenn Herman

- World's forefront blogger on Instagram marketing
- Top 10 Social Media Blog
- Social media consultant for businesses from entrepreneur to global organizations
- Featured in Inc., Yahoo Finance, Fox News, The Verge, AdEspresso, CBS Radio LA, Social Media Examiner, and more!
- Author of "Instagram for Business for Dummies", "The Ultimate Beginner's Guide to Instagram" and "Stop Guessing: Your Step-by-Step Guide to Creating a Social Media Strategy"



Allow me to introduce...
One-button Jenn!

*Quick Tips for
Video Success*



Quick Tips

Value for the viewer

- What's in it for them?
- Education
- Entertainment
- Edutainment

Quick Tips

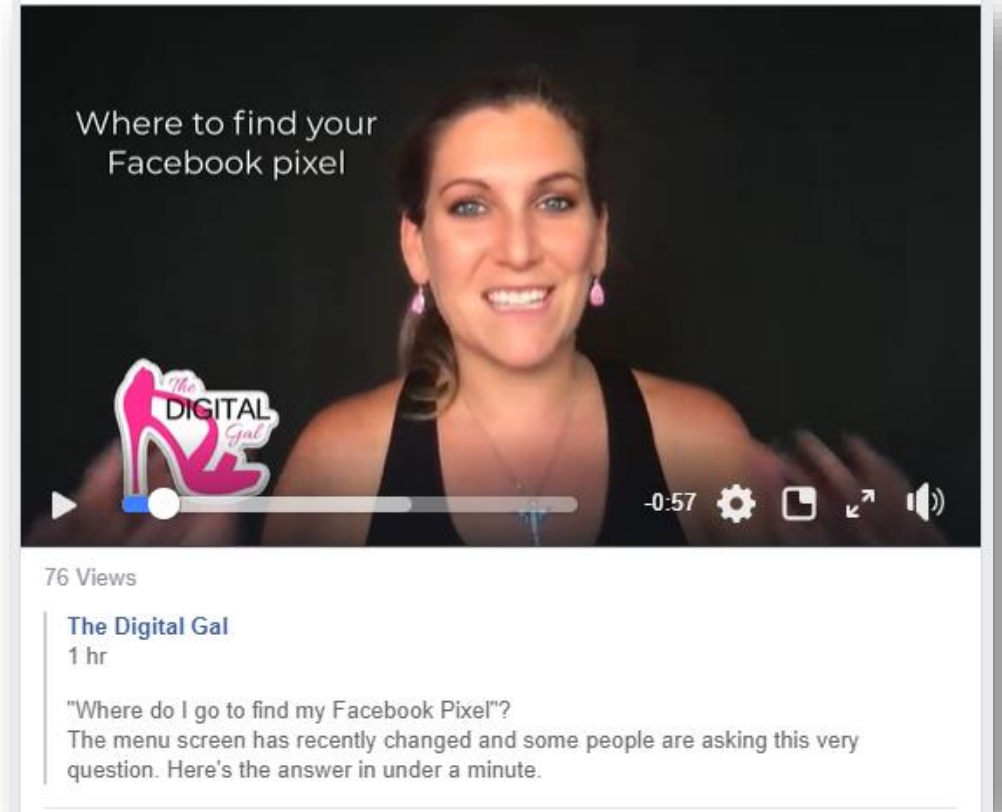
- Authenticity
 - Show your true brand voice and style
 - Show your expertise and skill
 - Tell the story of your brand
 - Be real and raw (imperfections are actually good)



Quick Tips

Don't waste time

- State the purpose of the video immediately
- Get to the point of the content
- Don't go on longer than you have to



Quick Tips

Turn photos into videos

- Gifs
- Animations
- Music or voice overs




Quick Tips - Sound & Lighting

- Do a test audio before recording or going live
- Shield yourself from wind or background noise
- Avoid direct sunlight or overhead lighting

Quick Tips – On Camera Videos

- Determine who should be on camera
- Use an interview style in-front or behind the camera
- Answer key questions to create easy dialogue



The screenshot shows a Facebook post from the page 'Agorapulse'. The post is dated 'November 22 at 5:05 AM'. The text of the post reads: 'It's happening TODAY at 2:00pET/11:00aPT!! The amazing Ann Handley joins us on Social Pulse Weekly for an epic conversation on how to create marketing magic that gets real-world results! Our awesome show sponsor Jenn's Trends will also be adding her insight! Click below to get a reminder when we go live & get your questions ready!'. Below the text is a video player for 'Social Pulse Weekly'. The video player shows two participants: Jennifer Watson on the left and Ann Handley on the right. Jennifer Watson is wearing a blue top and has a microphone in front of her. Ann Handley is wearing a grey sweater and glasses. The video player has a dark overlay with social media icons (LinkedIn, Facebook, Twitter, Instagram) and a volume icon. Below the video player, the text 'AGORAPULSE.COM' is visible, followed by the title 'Social Pulse Weekly with special guest Ann Handley' and a 'Learn More' button. At the bottom of the post, it says '5,638 Views'.

*Video Content
Ideas*



Video Content

1. 10 most commonly asked questions from your customers
2. 10 questions you wish your customers would ask
3. Tutorials or trainings
4. Trending industry topics
5. Testimonials or reviews
6. B-Roll footage

Video Content

B-Roll footage

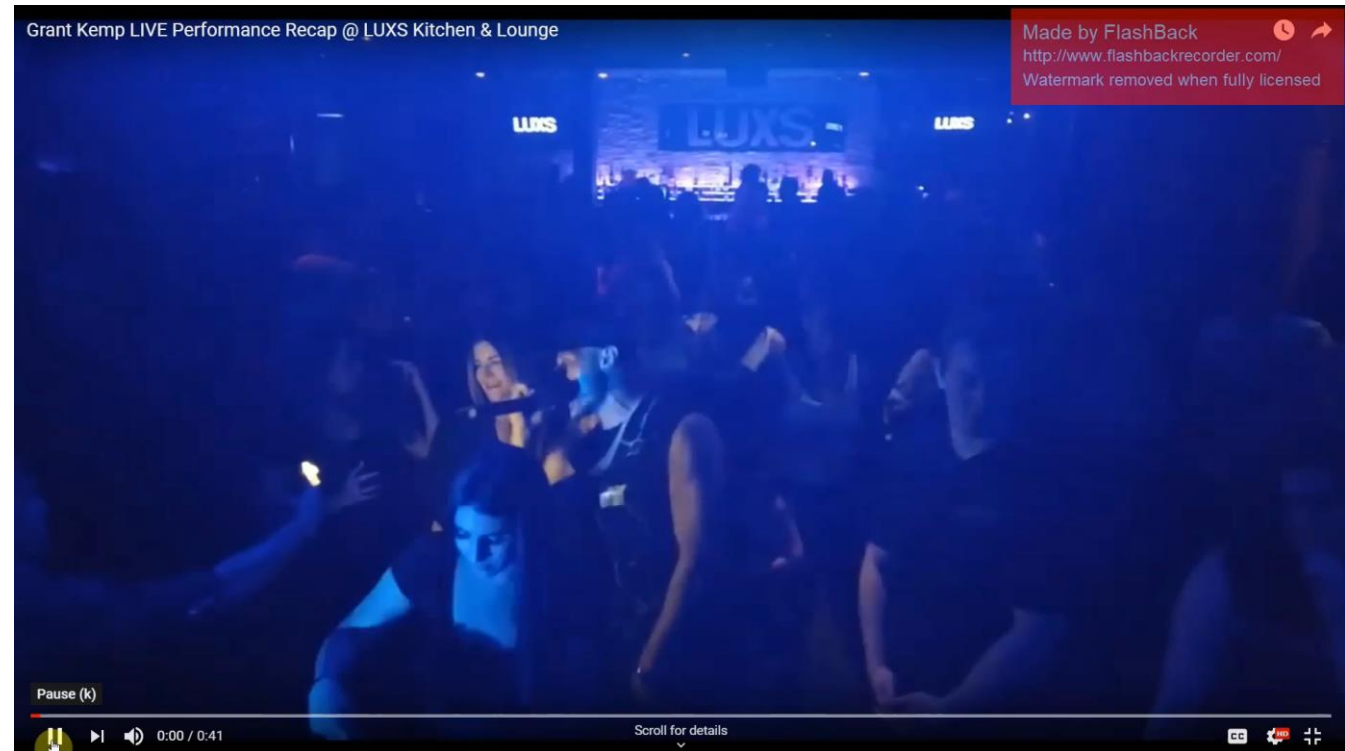


*Types of Videos
to Utilize*



Types of Marketing Videos

- Brand awareness
 - Share info about your brand
 - Behind the scenes
 - New things coming soon
- These videos do NOT sell anything



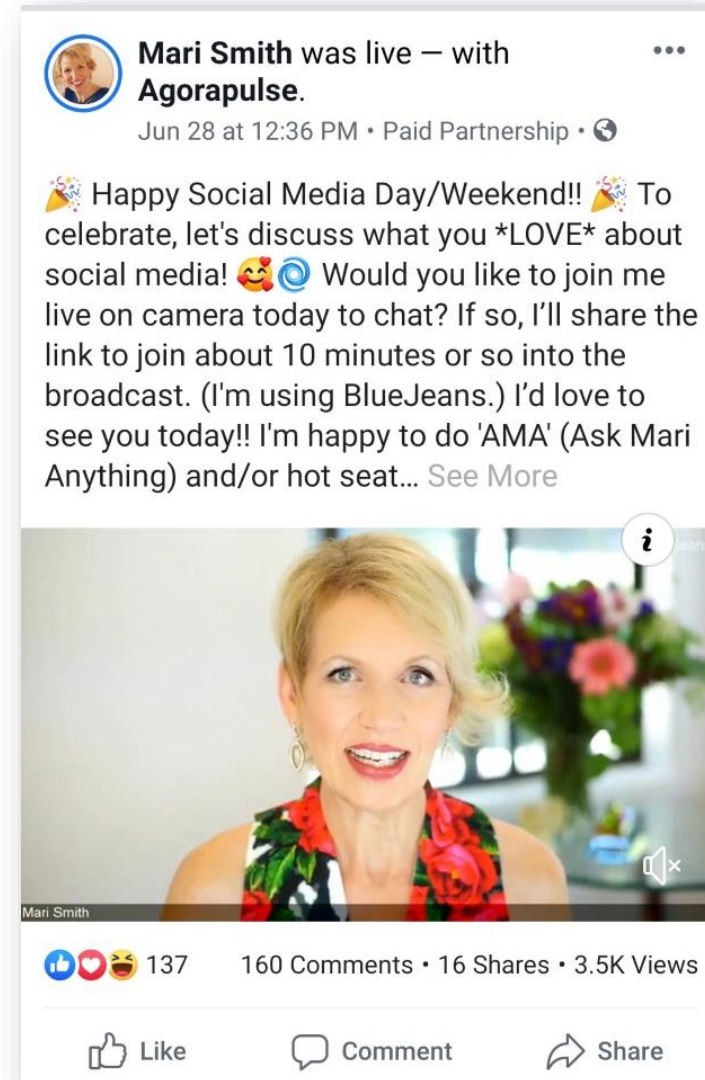
Types of Marketing Videos

- Relationship building
 - Partnering with other brands or accounts
 - Your brand story or evolution
 - Introductions to you or other personnel
- These build trust and loyalty



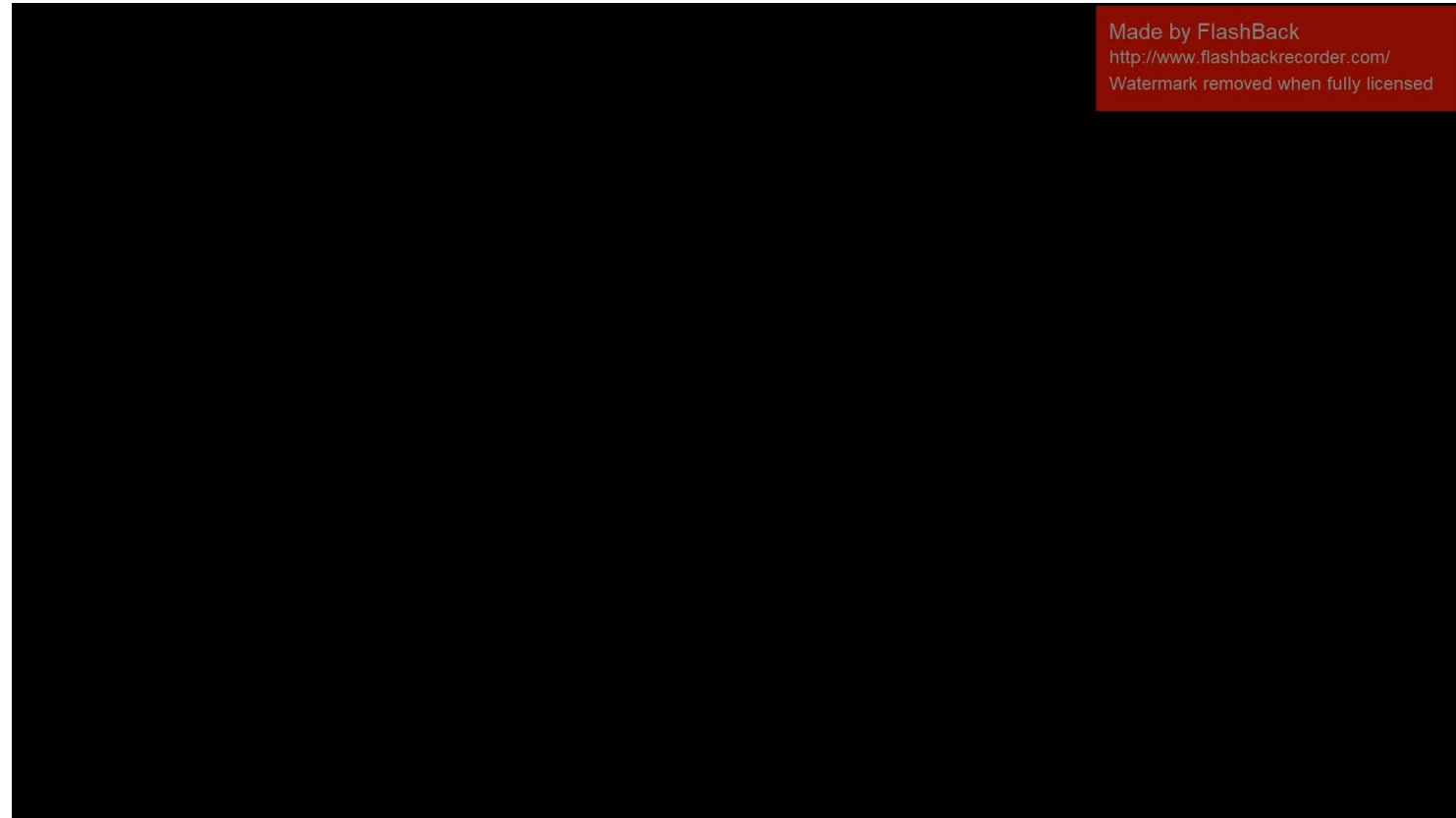
Types of Marketing Videos

- Educational/informational
 - Training or tutorials
 - Webinar style
 - Q&A sessions
- These establish credibility and expertise



Types of Marketing Videos

- Promotional
 - Product or service centric
 - New items available
 - Discounts or promotions
- These drive conversions and sales



*Video Tips to
Master Different
Platforms*



Videos for Facebook

- Facebook Feed
 - Over 3 minutes in length
 - Upload original file directly to Facebook
 - Include video captions if possible
- Facebook Stories
 - Up to 15 seconds each but can be stitched together for longer video sequences
 - Keep them fun and quick
 - Add doodles, stickers, tags, etc.

Videos for Facebook

- Facebook Live
 - Give it a good title/description
 - Aim for at least 10-20 minutes
 - Up to 4 hours
 - Create an event to promote it in advance
 - Say hi and stay engaged if possible
 - Encourage people to subscribe
 - Have a send-off/goodbye at the end

Videos for Instagram

- Instagram Feed
 - Up to 60 seconds
 - Skip the intro – get to the good stuff
 - Pick a good cover image
- Instagram Stories
 - Up to 15 seconds each but can be stitched together for longer video sequences
 - Keep them fun and quick
 - Add doodles, stickers, tags, etc.

Videos for Instagram

- Instagram Live
 - Up to 60 minutes
 - Welcome guests and engage with them & their comments
 - Remind people on longer broadcasts what the topic is about multiple times
- IGTV
 - 15 seconds to 60 minutes (videos over 10 minutes must be uploaded via the desktop)
 - Singular channel – keep the content consistent
 - Make the first minute powerful and valuable – display this in the Instagram feed for more views and reach
 - Vertical video

Videos for LinkedIn

- Shorter form videos of 30 seconds or 2-5 minutes
 - Max is 10 minutes
- LinkedIn Live starting to roll out now
 - Keep it structured and professional
- Upload raw video files if possible
- Horizontal videos
- Design for no sound – use captioning

Videos for YouTube

- Mix of long form and short form
- Answer industry questions to rank in search
- New music and cover music to enhance search
- Descriptive video titles including key search term, industry or genre, title, etc.

Videos for Your Website

- Shorter videos – 1-3 minutes
- Validation of skill or expertise
- High quality and on brand
- Embed YouTube videos to boost YouTube view counts

Top Tools to Use



Video Editing

1. Wave.video – bit.ly/JennLovesWave
2. Camtasia – like the Canva for videos – Amanda Robinson
3. Screenflow – super easy to use for editing clips, adding music and text overlays – Stephanie Liu
4. Headliner app – for adding captions to videos of all sizes – it's free! – Stephanie Liu
5. Quicc – for adding captions to videos (paid)
6. Otter.ai – “awesome for free captions” – you get 600 minutes for free – Stephanie Liu
7. Giphy

Broadcasting

1. Ecamm
2. Belive.tv
3. Streamyard



Gear to Use

1. Tripod
2. Ring light or selfie light
3. Lav mic or external mic



It's time

for you

to be a video master!

Thank You!

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- Facebook group: Jenn's Trends in Social Media

